



## Home of Fair Trade Enterprises

# Consultancy Offer with MADE51 MADE51 Wholesale and B2B Sales Consultant

**Contract:** Consultancy contract

**Location:** Home-based, with potential for field travel as required

**Application deadline:** 24<sup>th</sup> March 2024

**Start date:** 1<sup>st</sup> of April 2024.

**Period:** April – July 2024. Extension possibility upon needs assessment

**Remuneration:** Commensurable with qualifications and agreed upon with selected consultant

### Background

The World Fair Trade Organization is the global network of organisations representing the Fair-Trade supply chain. Membership in WFTO provides Fair Trade organisations with credibility and identity by way of an international guarantee system, a place of learning where members connect with like-minded people from around the world, tools and training to increase market access, and a common voice that speaks out for Fair Trade and trade justice - and is heard.

WFTO is UNHCR's main implementing partner on MADE51 and supports UNHCR to carry out and accomplish activities related to including refugee artisans in the global value chain and ensuring their products reach the market through the MADE51 marketing platform.

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative designed to connect refugee artisans with markets. By modernizing traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers, UNHCR and its MADE51 partners will be able to connect refugee-made artisanal products with international markets where they are in demand.

*The Fair Trade for Refugee Artisans* project seeks to support the development of UNHCR's flagship global artisan initiative, MADE51, by ensuring that refugee artisans are working according to Fair Trade standards (fair wage payments, decent working conditions, environmental concern, etc.) and that their supporting local social enterprises are export-ready and have the capacity to connect refugee-made crafts with markets where they are in demand.

The World Fair Trade Organization will support this through implementation of the Ethical Compliance Assessment (MADE51 Pathway), through technical assistance missions and remote support, and through market access opportunities.

WFTO and MADE51 are looking for a consultant to help structure and refine its sales and marketing strategies and processes to broaden its wholesale and Business-to-Business (B2B) customer base.

This role is pivotal in driving sales growth, enhancing the brand's visibility, and ultimately increasing the income of refugee artisans. The consultant will be responsible for:

1. Crafting and implementing innovative strategies to engage retailers, distributors, and corporate buyers to join MADE51 in its unique value chain, while fostering strong relationships with a wide array of customers to ensure the successful promotion and distribution of refugee-made products.
2. Identifying new market opportunities and boosting product visibility, all aimed at supporting the economic empowerment of refugees worldwide.

Upon completion of the assignment, the consultant is expected to deliver:

1. Increased sales through effective wholesale and B2B strategies.
2. Broader customer base and strengthened relationships with key retail and corporate partners.
3. Enhanced visibility and market presence of MADE51 products in targeted markets.
4. Successful entry or expansion in identified new markets, contributing to the growth and scalability of MADE51.

This position is key to ensuring MADE51 products are effectively priced, positioned, and delivered, aligning with market demands and operational efficiency.

## Professional Background and key skills and competencies

The ideal candidate will possess:

- Bachelor's degree in business administration, Marketing, Sales, or a related field. Master's degree in Sales, Marketing, Finance, or a field related to the position is highly desirable.
- A minimum of 5 years of proven experience in sales, with a strong focus on B2B and wholesale channels, preferably in the home décor, fashion accessories, or similar sectors.
- Demonstrated success in developing and implementing sales strategies that have significantly increased revenue.
- Experience in managing customer relationships and building a network of productive contacts in the retail or wholesale market, including with brands that contribute to social good
- Deep understanding of the global retail landscape, including key players, market dynamics, and consumer trends.
- Proven track record of working with cross-functional teams to meet sales targets and deliverables.
- Strong interpersonal and communication skills, with the ability to negotiate and persuade clients effectively.
- Proven analytical skills with the ability to interpret sales data and market trends to make informed decisions.
- Excellent organizational skills, with a demonstrated ability to manage multiple priorities, quickly adapt to changing business needs, and meet tight deadlines.
- Proficiency in CRM software and Microsoft Office Suite. Experience with digital marketing tools and platforms is a plus.
- Strong alignment with the values and mission of MADE51 and UNHCR.
- Ability to work independently with minimal supervision, as well as part of a remote-based team.

## Remuneration

The work schedule and payment will be determined based on the consultant's experience and the project's budget. The consultant will coordinate closely with MADE51 commercial partner, the MADE51 team, and WFTO staff. The consultant will be evaluated and remunerated based on delivery of the mentioned activities. The MADE51 Lead will, in collaboration with WFTO, determine the extent to which the KPIs are completed throughout.

## Application and Deadline

Those candidates interested in this position should email their cover letter and CV/résumé in English to Sergio Silva at [made51@wfto.com](mailto:made51@wfto.com) by 24<sup>th</sup> of March 2024. Remuneration is according to daily fee or rates agreed with the selected candidate. Selection of candidates will proceed on a rolling basis until securing the desirable candidate for the position.

\* Due to privacy requirements and regulations, all CVs and application letters will be deleted within 3 months of the application.